

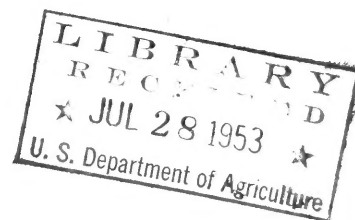
# BULBS FOR FALL PLANTING

IMPORTED FROM HOLLAND

**SAVE MONEY - - - Buy These**

**SPECIAL PACK COLLECTIONS**

*You Save Up to 10%*



Especially  
designed for those  
who have  
not offered  
Dutch Bulbs  
previously.



Save Money  
by buying  
your bulbs  
in these very  
special  
collections.

Easy to Display — Colorful — Attractive — Profitable

## COLLECTION NO. 1

650 Tulips \$20.00  
(List price \$21.45)

- 200 Red, Bartigon
- 100 Yellow, Golden Harvest
- 100 Pink, Princess Elizabeth
- 50 White, White Queen
- 50 Orange, Dillenburg
- 50 Deep purple, Queen of the Night
- 100 Mixed colors, all shades

650 bulbs; cost \$20.00 sell for \$40.00

(Retail for 75c per dozen. Your markup, 50%)

## COLLECTION NO. 2

850 Bulbs \$26.50  
(List Price \$29.85)

- 650 Tulips (same assortment as in Coll. No. 1)
- 100 Daffodils, King Alfred (Retail at \$1 dozen)
- 100 Crocus, mixed colors (Retail at 60c dozen)

850 Bulbs; cost \$26.50; sell for \$52.80

(Your markup 50%)

## COLLECTION NO. 3

1500 Bulbs \$49.00 (List price \$51.60)

- 1100 Tulips
- 150 Bartigon, red
- 150 Pride of Haarlem, cerise
- 100 Farncombe Sanders, scarlet
- 100 Princess Elizabeth, pink
- 100 Clara Butt, salmon pink
- 150 Golden Harvest, yellow
- 100 Dillenburg, orange
- 100 Queen of the Night, deep purple
- 50 White Queen, white
- 100 Mixed colors, all shades

- 200 Crocus 7 to 8 cm., mixed colors (Retail at 60c dozen)
- 100 Hyacinths 15-16 cm. (Retail at 15c each)
  - 25 Red
  - 25 Pink
  - 25 Blue
  - 25 White
- 100 Daffodils King Alfred — No. 1 Round (Retail at \$1 dozen)

1500 Bulbs; cost \$49.00; sell for \$100.00. (Your markup 50%)

ALL THE ABOVE BULBS ARE PACKED IN SACKS WITH PICTURES OF THE BLOOM IN COLOR. COLORFUL DISPLAY POSTER FURNISHED WITH EACH ORDER. RESERVE YOUR BULBS NOW FOR SHIPMENT IN SEPTEMBER.

# WILLIS NURSERY CO., Ottawa, Kansas

# FALL BULBS -- OPEN STOCK

## Imported from Holland

DELIVERY: Early September, 1953

- Colored Pictures.** Each sack of bulbs has full color pictures of the bloom. No separate pictures are needed for display, so less display space is required. Less danger of mixing of varieties with the separate sacks. The bulbs are packed especially for you in Holland.
- Display Poster.** A large, brightly colored display poster is sent with each shipment at no extra cost.
- Planting Instructions.** A supply of planting instructions to give to your customers is furnished with each shipment.
- How to Order.** Minimum order at these prices — 500 bulbs, alike or assorted. All bulbs are priced f.o.b. Ottawa, Kansas. No extra charges of any kind. Terms to those with established credit; net 30 days.

## TULIPS

11 to 12 centimeters, first size, \$3.30 per 100.

Packed 50 bulbs per sack. Please order in multiples of 50 of a variety.

*Bartigon*, crimson red.

*Clara Butt*, salmon rosy-pink.

*Dillenburg*, salmon-orange.

*Farncombe Sanders*, rose-scarlet.

*Golden Harvest*, lemon-yellow.

*Mixed Colors*, all shades.

*Pride of Haarlem*, cerise.

*Pride of Holland*, yellow, edged red.

*Princess Elizabeth*, vivid rosy-pink.

*Queen of the Night*, velvet maroon-black.

*Scotch Lassie*, lavender.

*White Queen*, pure white.

## HYACINTHS

Bedding size, 15 to 16 centimeters, \$7.50 per 100.

Packed 25 bulbs per sack. Please order in multiples of 25 of a color.

Your Choice of:            Blue            Pink            Red            White            Yellow

## DAFFODILS

No. 1 Round, \$4.50 per 100.

Packed 50 bulbs per sack. Please order in multiples of 50.

*King Alfred*. Giant Yellow Trumpet. Most popular daffodil.

## CROCUS

7 to 8 centimeters, \$2.70 per 100.

Packed 100 bulbs per sack. Please order in multiples of 100.

*Mixed Colors*. All colors; blue, striped, white, yellow.

Minimum order at these prices 500 bulbs, alike or assorted.

Please order in multiples of bulbs indicated for each group.

# **WILLIS NURSERY CO., Ottawa, Kansas**

ORDER BLANK FOR FALL BULBS

Name \_\_\_\_\_ Date \_\_\_\_\_

Street Address \_\_\_\_\_ City & State \_\_\_\_\_

Ship Via \_\_\_\_\_ Shipping Date \_\_\_\_\_

\_\_\_\_\_ TULIPS @ \$3.30 per 100

_____ Bartigon	_____ Clara Butt	_____ Dillenburg
_____ Farncombe Sanders	_____ Golden Harvest	_____ Pride of Haarlem
_____ Pride of Holland	_____ Princess Elizabeth	_____ Queen of the Night
_____ White Queen	_____ Mixed Colors	

\_\_\_\_\_ HYACINTHS @ \$7.50 per 100

_____ Blue	_____ Pink	_____ Red
_____ White	_____ Yellow	

\_\_\_\_\_ NARCISSUS, King Alfred @ \$4.50 per 100.

\_\_\_\_\_ CROCUS, Mixed Colors @ \$2.70 per 100.

\_\_\_\_\_ Collection No. 1, 650 Tulips \$20.00.

\_\_\_\_\_ Collection No. 2, 850 Bulbs \$26.50.

\_\_\_\_\_ Collection No. 3, 1500 Bulbs \$49.00.

\_\_\_\_\_ New Tulip Display Box(es) \$13.50.

WILLIS NURSERY COMPANY  
Ottawa, Kansas



# THE WILLIS NURSERY CO.

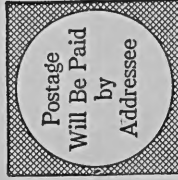
Your Wholesale Nurserymen

OTTAWA, KANSAS

## We Grow:

Evergreens  
Shrubs  
Shade Trees  
Fruit Trees  
Hedge Plants  
Vines  
Grape Vines  
Berry Plants  
Garden Roots  
Roses  
Perennials  
Bulbs  
Lining-Out Stock  
Forest Tree Seedlings

**Ask for Descriptions  
and Prices**



## BUSINESS REPLY ENVELOPE

First Class Permit No. 3, Sec. 34.9, P. L. & R., Ottawa, Kansas

## THE WILLIS NURSERY CO.

OTTAWA,

KANSAS

## SOME OF OUR SPECIALTIES:

Goldflame Honeysuckle  
Globe Locust  
Rose Acacia Standards  
Moraine Locust  
Flowering Quince  
Nikko Blue Hydrangea  
Silver Lace Vine  
Boston Ivy  
Tree Wisteria  
Flowering Crabs  
Japanese Iris  
Packaged Nursery Stock

**MAIL ORDER BLANK**  
**Willis Nursery Co.**

## GROWERS OF FINE NURSERY STOCK

## Ottawa, Kansas

**PHONE 25**

DATE \_\_\_\_\_ 19\_\_\_\_

SHIP TO \_\_\_\_\_

TOWN \_\_\_\_\_ STATE \_\_\_\_\_

SHIPPING DATE \_\_\_\_\_ AMT. ENCLOSED \$ \_\_\_\_\_

SHIP BY: ☐ EXPRESS ☐ PARCEL POST ☐ RAIL FREIGHT ☐ MOTOR FREIGHT ☐ CALL FOR[illegible]

**Fold  
and Seal**

THIS FLAP IS GUMMED, READY TO SEAL  
**NO ENVELOPE NECESSARY**

Introducers of Goldflame Honeysuckle, Dixie Phlox, Gilbert Montmorency and Kansas Sweet Cherry

# Ideal For Cash and Carry

## CELLO-PAK TULIPS

in ventilated Cello bags

**6 bulbs per bag**

**BULBS IMPORTED FROM HOLLAND**

Large First Size Bulbs Illustrated in full natural color. 6 Best Selling colors and Mixed colors in each case lot. Planting instructions on reverse side of tab. *Shipments* begin September. *Selling Season* September to December. Large brightly colored *display poster*, printed in Holland, furnished at no extra charge with each case lot. Individual packages of 6 bulbs result in larger unit of sale. Easy to display.

A GARDEN OF TULIPS  
**6 FIRST SIZE BULBS**  
*Imported from Holland*



BARTIGON

*Packed 8 dozen (96) packages per case in this assortment:*

- 20 Packages, Bright Red (Bartigon)
- 14 Packages, Pure Rose-Pink (Princess Elizabeth)
- 20 Packages, Golden Yellow (Golden Harvest)
- 10 Packages, Snow White (White Queen)
- 10 Packages, Black-Purple (Queen of the Night)
- 10 Packages, Salmon-Orange (Dillenburg)
- 12 Packages, Mixture of All Colors
- 
- 96 Packages (6 bulbs per package)  
(Sold in case lots only)

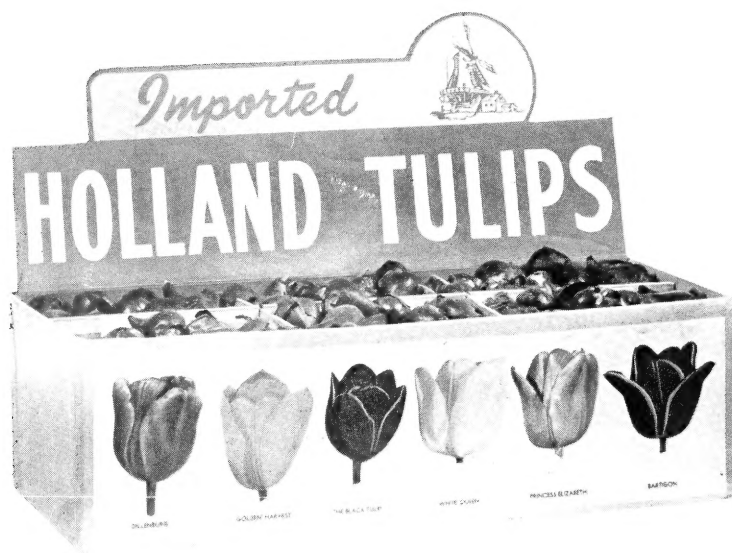
*Cost Per Case:* \$27.00 f.o.b. Ottawa, Kansas.

*Sell:* \$47.04 to \$56.64 (49c to 59c per pkg.)

*Markup:* 43% to 53%, based on selling price.

## **WILLIS NURSERY CO., Ottawa, Kansas**

# THE EASY WAY TO SELL TULIPS



## WILLIS NEW TULIP DISPLAY BOXES

**BULBS IMPORTED  
FROM HOLLAND**

This enormously popular box has been entirely redesigned to make it more attractive than ever.

The size of the box has been increased to hold twenty-five dozen (300 bulbs). The price remains proportionally the same — only \$13.50 per box f.o.b. Ottawa.

Holds More Bulbs — More Profit For You  
Always a Sell-Out — Don't Delay Ordering

### **25 Dozen (300) FIRST SIZE DUTCH TULIP BULBS**

in 6 most popular varieties:

*Bartigon*, bright red.  
*Golden Harvest*, yellow.  
*Princess Elizabeth*, pink

*Dillenburg*, salmon-orange.  
*The Black Tulip*, darkest shade.  
*White Queen*, pure white.

Packed in a strong sunny-yellow display box, beautifully embossed and decorated in bright attention-getting red. Shows up wonderfully in both daylight and artificial light.

**COST** — \$13.50 per box, f.o.b. Ottawa, Kansas.

**SELL** — \$25.00 to \$30.00 (10c each or as low as \$1.00 per dozen).

**MARKUP** — 45% to 55% (based on selling price).

**DELIVERY** — September.

**SELLING SEASON** — September to December.

**PICTURES** — Full color pictures on the box illustrate each variety.

**DISPLAY** — Just open the box and place on counter.

**PLANTING INSTRUCTIONS** — Enough for every customer.

**REFILLS** — Available to Display Box customers at \$4.25 per 100, in multiples of 50 of a variety.

Box 9 $\frac{1}{4}$ " x 6" x 20". Takes only 195 square inches of counter space.

July, 1953

## **WILLIS NURSERY CO., Ottawa, Kansas**